Staff Memorandum

To	Mayor A. Nuttall and Members of Council
Subject	Access Barrie Recognized with Six Marketing and Communications Awards
Date	January 21, 2026
Ward	All
From	C. Harris, Associate Director, Communications and Customer Service
Executive Member Approval	R. James-Reid, General Manager, Access Barrie
CAO Approval	M. Prowse, Chief Administrative Officer

The purpose of this memorandum is to provide members of Council with an update concerning marketing and communications awards that the City of Barrie received this year. Access Barrie's Marketing and Communications department was awarded five MarCom Awards and one Viddy Award in 2025.

The MarCom Awards recognize international, creative competition for marketing and communication professionals. This year, there were over 6,000 entries from Canada, the US, and 41 other countries. These awards recognize outstanding achievement by creative professionals involved in the concept, direction, design, and production of marketing and communication materials and programs.

This year, the City received five MarCom Awards:

- PLATINUM: Start Your Carts campaign (final phase of the City's curbside collection program changes), in the category Communications Program – Strategic Communications. The 2025 social media campaign received over 1.4M impressions and more than 68,000 engagements.

- GOLD: Waste cart hanger (for Start Your Carts), in the category Marketing/Promotion Materials. The hanger was delivered to approximately 50,000 property and business owners and included information on when and how to use the new organics and garbage carts.

- GOLD: Licence 2 Ride program, in the category Advertising Campaign. The marketing video has over 286,300 views.

- GOLD: Investment video, in the category Government – Video/Film. The educational video currently has over 8,300 views

- HONOURABLE MENTION: Barrie Sports Hall of Fame flags, in the category Outdoor Advertising/Marketing. The flags honoured local community sports

legends and celebrated the 40th anniversary of the Sports Barrie of Fame in Barrie.

This year, the City entered the Viddy Awards for the first time. These awards honour excellence in video production and are judged by the Association of Marketing and Communication Professionals. There were approximately 2,500 entries this year, from Canada, the US, and 22 other countries.

The City received the following Viddy Award:

- PLATINUM: Barrie's New Allandale Transit Terminal video, in the category Non-Broadcast Short Form Web Video – Event. Since its launch, the video has received over 13,000 views.

To view this year's award winners and learn more the MarCom Awards, visit marcomawards.com. For the Viddy award winners and details, visit viddyawards.com.

Memo Author:

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File #:

Not applicable

Pending #:

Not applicable